

Research on the Education System of Enterprise Entrepreneurship

1st Yang Liu

*School of Management Science and
Information Engineering
Jilin University of Finance and
Economics
Changchun, China
7923759@qq.com*

2nd Chen Zhang

*School of Management Science and
Information Engineering
Jilin University of Finance and
Economics
Changchun, China*

3rd Xiao-li Wu

*School of Management Science and
Information Engineering
Jilin University of Finance and
Economics
Changchun, China*

4th Chun-Yan Qiu *

*School of Management Science and
Information Engineering
Jilin University of Finance and
Economics
Changchun, China
Corresponding author*

5th Ailian Wang

*School of Management Science and
Information Engineering
Jilin University of Finance and
Economics
Changchun, China*

Abstract—In order to promote "mass entrepreneurship and crowd innovation", colleges and universities should give full play to their important supporting and leading role in cultivating outstanding innovative and entrepreneurial talents. The college entrepreneurship education system is a cultivation system based on professionalism, taking innovation as the soul, aimed at cultivating innovative and entrepreneurial talents, internally driven by the reform in teaching contents and methods of the two major subjects of professional theory teaching curriculum system and practice curriculum system in colleges and universities, relying on practical innovation and entrepreneurship training and innovation and entrepreneurship project incubation and externally driven by innovation and entrepreneurship discipline competition, college student innovation and entrepreneurship projects, BUC Training Projects, and innovation and entrepreneurship exchange activities, in order to seek to cultivate innovative, practical and inter-disciplinary talents that are urgently needed by businesses and the society.

Keywords—Entrepreneurship education, Innovation and entrepreneurship, Talent cultivation

I. INTRODUCTION

With the educational development and reform in colleges and universities, the cultivation of innovative and entrepreneurial talents with the core of professional characteristics and innovation and entrepreneurship ability has attracted widespread attention from the state, society and universities. Innovative and entrepreneurial talents refer to those talents with innovative spirit and entrepreneurial ability. Talent resource is both the first resource and the most active and positive factor in innovation activities. Cultivating innovative and entrepreneurial talents with scientific knowledge, technical skills, innovative spirit and entrepreneurial ability is an important supporting force for national innovation-driven development. As important points in conjunction of first resource for talents, primary productivity for science and technology, and first driving force for innovation and both important bases for cultivation of high-level innovative and entrepreneurial talents and important sources of high-level scientific research and high-quality innovation results, colleges and universities must play an important supporting and leading role in cultivating outstanding innovative and entrepreneurial talents in order to promote mass entrepreneurship and crowd innovation[1].

II. ENTREPRENEURSHIP EDUCATION

The innovation and entrepreneurship education for college students is aimed at cultivating talents with basic qualities of entrepreneurship and groundbreaking personalities, focuses on cultivating students' spirit of innovation, entrepreneurship awareness and innovation and entrepreneurship ability, while fostering innovative thinking and training entrepreneurship. In 1991, the International Conference on Entrepreneurship and Innovation Education in Tokyo defined "entrepreneurship and innovation education" broadly as: "Cultivating people with the most groundbreaking personalities including initiative, risk-taking, entrepreneurial ability, ability to work independently and technical, social and management skills." Entrepreneurship education is a systematic process that requires colleges and universities to integrate innovation and entrepreneurship education into the education system on the basis of basic professional education, and to cultivate students' innovative awareness and entrepreneurial ability while constantly improving students' mastery of profound basic theories, making students understand the quality requirements of innovative talents and the basic knowledge needed for entrepreneurial activities such as concept, elements and characteristics of entrepreneurship, enable students to have the necessary entrepreneurial skills through

cultivation of various innovative and entrepreneurial qualities such as student's insight, decision making and organizing and coordinating ability.

III. THE CHARACTERISTICS OF ENTREPRENEURSHIP EDUCATION

A. *The innovation of the cultivation process*

Compared with traditional education, innovation and entrepreneurship education is innovative. In the process of talent cultivation, combined with the characteristics of our school, step by step. The cultivate process from creativity to innovation, from innovation to entrepreneurship, and gradually increased in the cycle. In the professional course, the theory is applied to practice and stimulate students' creative thinking. In the creativity, through the discipline competition, college students' BUG platform and other constantly innovation breakthrough. From innovation, we put into practice, in response to national appeal, make full use of the training base, Incubator and other resources, try to entrepreneurship. In the process of training professional talents, we combine creativity, innovation and entrepreneurship to achieve an orderly transformation.

B. *Proactiveness of Cultivation Objectives*

Talent resources are the first resource and the most active and the most active factor in innovation activities. Under the general trend of "mass entrepreneurship and crowd innovation," innovation and entrepreneurship education is aims at fostering innovative and entrepreneurial talents to improve the practical ability and innovative and entrepreneurial ability of university students, and to adapt to the needs of Chinese economic restructuring, industrial restructuring, and high-technology development. Cultivate innovative, practical, and compound talents that are urgently needed by enterprises and the society.

C. *Professional Setting of Marketability*

To test whether an education model meets the needs of economic development mainly depends on whether its major setup is guided by the market demand and achieves the "production and sales link". Penetrated by the innovative spirit and entrepreneurship, oriented by market and taking the major core competitiveness as a starting point, innovation and entrepreneurship education improves major setup, enhances the practical ability and expands the field of student employment.

D. *Comprehensive Courses Setting*

In the courses setting, on the one hand, design practical and feasible teaching plans according to the objectives of talent cultivation and the laws of education and teaching, consolidate the knowledge base and improve students' overall quality. On the other hand, it focuses on the students' ability to innovate and entrepreneurship, purposefully focus on educational resources, emphasize the cultivation of innovative spirit and entrepreneurial ability, improve the construction of courses systems, vigorously implement practical training courses, enhance students' practical ability, and achieve the full integration of production, study and research [6].

IV. THE MODEL OF ENTREPRENEURSHIP EDUCATION SYSTEM

Entrepreneurship education system is based on the principle of professionalism and innovation. It aims to cultivate innovative and entrepreneurial talents and improve the interdisciplinary ability, practical ability, and innovation and entrepreneurship of college students, to cultivate the fundamental of innovative, practical, and comprehensive needs of enterprises and society in the talent cultivation system. Innovation and entrepreneurship education essentially is a kind of practical education. It is for all the students to cultivate innovative spirit and entrepreneurial ability. This requires higher education to transform and expand the talent cultivation model, to provide strong talent support for the construction of an innovative country [1].

Entrepreneurship education system is divided into modules. Its internal drive includes the support of internal university curriculum module setting and system platform. External drive refers to the support of government, enterprises, society and other external forces for training of innovative and entrepreneurial talents in colleges and universities. Its connotation is an entrepreneurship education system aimed at cultivating innovative and entrepreneurial talents, internally driven by the reform in teaching contents and methods of the two major subjects of professional theory teaching curriculum system and practice curriculum system in colleges and universities in order to carry out in-depth heuristic education and practical training teaching while vigorously promoting construction of the three platforms for practical innovation and entrepreneurship training, integrated trans-disciplinary training and innovation and entrepreneurship project incubation, externally driven by college student innovation and entrepreneurship projects, innovation and entrepreneurship discipline competition, BUC training project and innovation and entrepreneurship exchange activities, the theoretical framework is shown in Figure 1.

A. *Courses Module*

The key to transform the concept of innovation and entrepreneurship education for college students into educational practice is the curriculum system. In the college talent training program, the teaching program is divided into theoretical course module and practical course module. The theoretical course module consists of five types of courses: basic courses in general education, discipline basic courses, key major courses, major elective courses and college elective courses. The curriculum is divided into three parts. The first one is basic education, which includes basic courses in general education and discipline basic courses and is aimed at laying a solid foundation for students to choose major orientation in the future by opening up basic courses according to discipline categories and consolidating discipline basic education; The second one is specialized education, which is aimed at laying a solid foundation for students to further choose major orientation in the future by conducting specialized education for students selecting specialized courses and setting major elective course module

flexibly according to the "proficient in profession and multi-orientation" principle[3]. The third one is the ability development course. Ability development courses mainly include innovation and entrepreneurship courses and employment guidance courses. Economic colleges should integrate multi-professional knowledge education, and focus on broadening students' knowledge and improving students' comprehensive capacity and innovation and entrepreneurship ability in multiple disciplinary and fields.

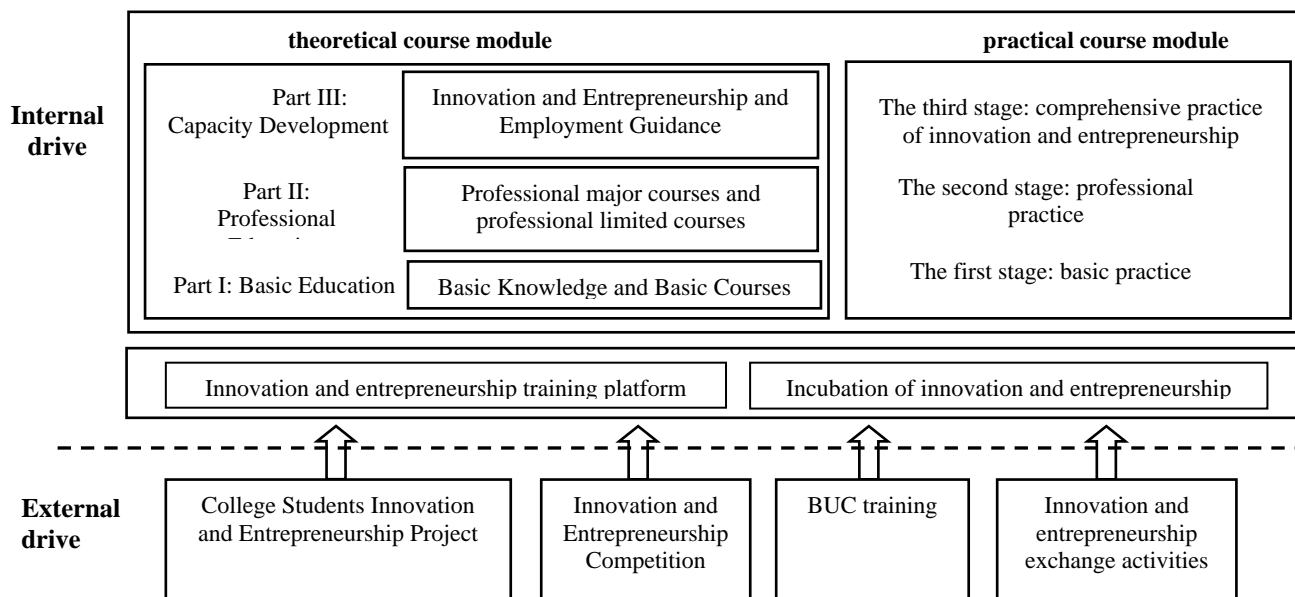


Fig. 1. School-Enterprise Entrepreneurship Education System Model

The practical teaching system includes basic practice, professional practice and comprehensive practice. Through basic practice, made students improve the basic skills of cognitive society, professional understanding, and teamwork, and lay the foundation for professional learning. Through professional practice, deepen students professional knowledge, cultivate students' basic professional skills and methods, and improve the professional knowledge and skill. Through comprehensive practice, develop students' ability to analyze problems and solve problems comprehensively by using the learned knowledge, improve students' ability to adapt quickly to work positions, cultivate students' comprehensive quality, innovate and stimulate students innovation and entrepreneurial drive, inspire students' innovation and entrepreneurship, and promote students' scientific thinking, innovation awareness and innovation ability are improved, guided by the project, combined with teaching and practice, and the direction of the student's entrepreneurial process is specifically targeted [3].

B. Entrepreneurship Education Platform

The innovation and entrepreneurship training platform for college students guides students to recognize current business and industry environments, understand entrepreneurial opportunities, grasp entrepreneurial risks and master the business model development process, design strategies and techniques through recognition of the entrepreneurial environment, and to simulate the writing of entrepreneurial plans and the development of practical activities through practices, enabling students to experience various aspects of entrepreneurial preparation including entrepreneurial market assessment, entrepreneurial finance, business establishment process and risk management. Based on the basic principles of "interest driving, independent practice and process orientation", the innovation and entrepreneurship training platform for college students provide practical training for three types of projects: innovation training, entrepreneurship training and entrepreneurship practice. It aims to improve students' awareness and control of the market, cultivate students' innovative thinking and sense of innovation and improve their own entrepreneurial quality through practical training, which will play a positive guiding role in student employment and entrepreneurship. Meanwhile, the innovation and entrepreneurship training platform for college students has provided a good project practice base for college students to participate in the innovation and entrepreneurial competition.

The innovation and entrepreneurship project incubation base for college students is a practice base for innovation and entrepreneurship of colleges and universities. It provides college students with an innovation and entrepreneurship project incubation platform by providing an entrepreneurial site in the form of innovation park, and making full use of existing college resources, social resources and relevant government support policies, and exercise and improve college students and their innovation and entrepreneurship teams in terms of business management, capital operations, teamwork, public relations, risk competition, legal contracts and innovation by standardizing and guiding college students' project innovation and entrepreneurship practice. The innovation and entrepreneurship project incubation base for college students provides students with a platform for operation of innovation, creativity and entrepreneurial projects, and is an important part of the entrepreneurship education system. Based on the principles of "school sponsorship, market operation, centralized management, outstanding features and regional sharing", the Innovation and entrepreneurship project incubation base for

college students encourages students who are interested in innovation and entrepreneurship to enter. It enhances students' awareness of innovation and entrepreneurship through innovation and entrepreneurship training, and tracks and incubates students' excellent projects through the incubator park, providing college students with a practical platform for innovation and entrepreneurship and supporting their innovation and entrepreneurial activities. Meanwhile, it tracks and incubates the national and provincial college students' innovation and entrepreneurship projects and the winning projects in the Innovation and Entrepreneurship Competition and provides a systematic and complete training process to form an one-stop management operation mode of "project selection - project achievements transformation - project incubation - project operation and listing", providing strong support for college students' innovation and entrepreneurship[4].

V. EXTERNAL DRIVING FORCE

A. College Student Innovation and Entrepreneurship Projects

The college student innovation and entrepreneurship project is also referred to as "Dachuang Project". Based on the principles of "hierarchical organization, interest driving, process orientation and results cultivation", it implements management models for college, school, provincial and national level projects, establishes innovative education funds for college students and provides full support for eligible projects such as scientific research guidance, experimental site and supporting funds [4]. The launch of the college student innovation and entrepreneurship project allows students to apply the theoretical knowledge and basic skills of innovation and entrepreneurship education into practice and complete subject research, ability training and results cultivation of entrepreneurial projects, playing a positive driving role in fostering innovative and entrepreneurial talents in colleges and universities.

B. Innovation and Entrepreneurship Discipline Competition

The Innovation and entrepreneurship discipline competition enables students to fully demonstrate their comprehensive abilities and the collaborative spirit of participating teams in the competition. Each year, there will have some outstanding teams showing themselves in the competition, whose projects will enter the college student innovation and entrepreneurship incubator park for cultivation and incubation of results. The Innovation and entrepreneurship discipline competition at all levels stimulated the development of innovation and entrepreneurship education for college students greatly, so that students' innovation and entrepreneurship willingness has increased, which realized "promoting teaching, learning and reform with competition" and played an active driving role in the training of innovative and entrepreneurial talents.

C. BUC Training Project

BUC is the abbreviation of 'Business To University To Consumer', which means that companies use the university e-commerce platform to link consumers to new e-commerce models. BUC's business model has joined a special middle-service group in the traditional B2C e-commerce model - college students, forming a brand-new BUC e-commerce model. Under the BUC model, companies and college students work together to run BUC projects. The BUC project can realize the direct connection between education resources and human resources in enterprises and colleges. Through the interaction between enterprises and college students, it helps businesses to improve their business concepts, learn and master new business methods such as e-commerce and online marketing, and provide project internships for college students. Good opportunities for practice, training, employment, entrepreneurship and incubation to achieve a win-win situation for students and students. The BUC project has played a positive role in the development of college entrepreneurship education systems.

D. Innovation and Entrepreneurship Exchange Activities

The purpose of the innovation and entrepreneurship exchange activities is to enrich the experience of college students in innovation and entrepreneurship, carry out exchanges on innovation and entrepreneurship and learn from each other during the entrepreneurial process. There are many forms of innovation and entrepreneurship exchange activities, such as launching an entrepreneurship salon, holding a seminar on innovation and entrepreneurship and so on. Through regular "Innovation and Entrepreneurship Salon" activities, colleges and universities hold entrepreneurship gatherings with startup companies and venture capital institutions to allow college students to expand their business contacts and activities and organize college students to share ideas on innovation and entrepreneurship in salons and exchange experience in innovation and entrepreneurship to improve innovation and entrepreneurship skills. Entrepreneurship salons provide a platform for exchanges and learning in order to activate the cultural life of college students, improve their own practical ability and fully exploit innovation and entrepreneurship. The innovation and entrepreneurship exchange activities organize groups with entrepreneurial interests and intentions to make common progress in realizing entrepreneurial dreams, grow together on the road to entrepreneurship and play a driving role in the entrepreneurship education system.

VI. CONCLUSIONS

Based on professionalism and taking innovation as the soul, the college entrepreneurship education system aims to cultivate students' innovative awareness and entrepreneurship by introducing innovative and entrepreneurial elements in the cultivation of higher education talents. It is internally driven by the reform in teaching contents and methods of the two major subjects of professional theory teaching curriculum system and practice curriculum system in colleges and universities, relying on practical innovation and entrepreneurship training and innovation and entrepreneurship project incubation base and externally driven by innovation and entrepreneurship discipline competition, college student innovation and entrepreneurship project, BUC training project, and innovation and entrepreneurship exchange activities, to run the innovation and entrepreneurship education through the entire process of talent cultivation. The college entrepreneurship education system is

still in the process of continuous exploration, and needs to be further improved. Colleges and universities will continue to adhere to the concept of "mass entrepreneurship and crowd innovation" during the continuous exploration process in order to play an important support leading role in cultivating outstanding innovative entrepreneurial talent.

ACKNOWLEDGMENT

This paper is supported by the The 13th Five-Year Plan for Education Science in Jilin Province in 2018 "Study on the Construction of University Entrepreneurship Education Ecosystem Based on the 'Dual body, three platform, four drive' Internal and External Linkage Mechanisms" (No.: GH180288).

REFERENCES

- [1] Qi L, Li Z, Li-fang P. Thoughts on the Talent Training Mode of Diversified Compound Electronic Commerce [J]. *Economic Management*, 2007, 14 : 58-63. J. Clerk Maxwell, *A Treatise on Electricity and Magnetism*, 3rd ed., vol. 2. Oxford: Clarendon, 1892, pp.68–73.
- [2] Yu-Fu D, Ling L, Hao-Hua Z, Li-Qing Z, Li-Juan W. Exploration of Deep Integration of Innovation and Entrepreneurship Education and Physics Education [J]. *Journal of Shenyang Normal University (Natural Science Edition)*, 2017, 35(01): 121-124 .K. Elissa, "Title of paper if known," unpublished.
- [3] Yang L, Zhi W, Chun-yan Q. Exploration of "Three Creations" Practical Teaching System for E-commerce Majors in Colleges and Universities [J]. *Modern Economic Information*, 2017, 01: 420-421. Y. Yorozu, M. Hirano, K. Oka, and Y. Tagawa, "Electron spectroscopy studies on magneto-optical media and plastic substrate interface," *IEEE Transl. J. Magn. Japan*, vol. 2, pp. 740–741, August 1987 [Digests 9th Annual Conf. Magnetics Japan, p. 301, 1982].
- [4] Yu-guang L , Xie-yong W. "Three-level and Four-platform" Innovation and Entrepreneurship Education Model of Dalian University [J]. *Science and Technology in Chinese Universities*, 2017, 21: 102-104.
- [5] Hui D , Xiao-mei Z . Deep integration of innovation and entrepreneurship education and professional education - Based on the data analysis of universities in Beijing area [J]. *Chinese University Technology transfer*, 2017, 05:91-94.
- [6] Gui-sheng S, Li-guo L. Exploration and Practice of Cultivation of Innovative and Entrepreneurial Talents: Taking the Business School of Beijing Union University as an Example[J]. *College and Technology of China*, 2016,12:79-81.
- [7] Xiang Y , Fu-rong G. Construction of Undergraduate Innovation and Entrepreneurship Talent Training System [J]. *Chinese University Technology transfer*, 2015,03: 75-77.
- [8] Wen-jing L. An Analysis of Innovative Talents Cultivation System for Undergraduates [J]. *Chinese University Technology transfer*, 2016,12:82-84.
- [9] Cardon M S,Sudek R,Mitteness C.The impact of perceived entrepreneurial passion on angel investing[J]. *Frontiers of Entrepreneurship Research*,2009,29.
- [10] Holmgren C,From J. Taylorism of the Mind: Entrepreneurship Education from a Perspective of Educational Research[J].*European Educational Research Journal*,2005,4(4).